CUSTOMER SUCCESS STORY

Jenny Craig

48%
Decrease in mean time to close

79%
Reduction in time spent on priority three issues

6,000
IT tickets managed per month

Two organizations merge and whip their IT support and customer service into shape

Business Challenge
Curves® and Jenny Craig® operate 7,000 Curves clubs and franchises globally and 400 Jenny Craig locations, supported by IT service desks in California, Texas, and Australia. Outdated systems plagued Jenny Craig with inefficient processes and created a lack of accountability. For example, records could not be categorized or prioritized properly, tracked by date or owner, and could be intentionally hidden in an ambiguous status. Without visibility, the company had no way to quantify the effectiveness or impact of their customer service. Curves was in even worse shape, as tickets were logged in spreadsheets. It was clear that Curves/Jenny Craig required a modern IT service management (ITSM) solution that could scale to meet their needs.

“We better identify service deficiencies, more quickly address process or training issues, and demonstrate value in service and business terms...It has created incredible visibility we didn’t have before. The entire team now works as a cohesive group and it’s raised the quality of our work.”

Jamie Houlinhan, Director of IT and Customer Care
The Cherwell Solution

Cherwell® Service Management was selected and first went live in Jenny Craig’s IT department. Cherwell’s ease of implementation enabled the combined IT team to roll out the new tool in three IT departments and customer care centers, providing much needed visibility and accountability. Curves/Jenny Craig takes advantage of Cherwell’s workflow capabilities to automate tasks—for example, automatically emailing customers when their ticket status changes and associating incidents with the same root cause, so that closing the original ticket closes all associated tickets, notifies affected customers, and more. Additionally, everyone from service desk agents to the CEO can see a real-time view of opened tickets.

Business Impact

- Grew customer satisfaction from 62% to 96%
- Decreased mean time to close from 57 hours to 30 hours (48% reduction)
- Slashed time to resolve priority three issues from 70 hours to 15 hours (79% reduction)
- Expanded use of Cherwell Service Management across non-IT departments
- Implemented Cherwell in just two months